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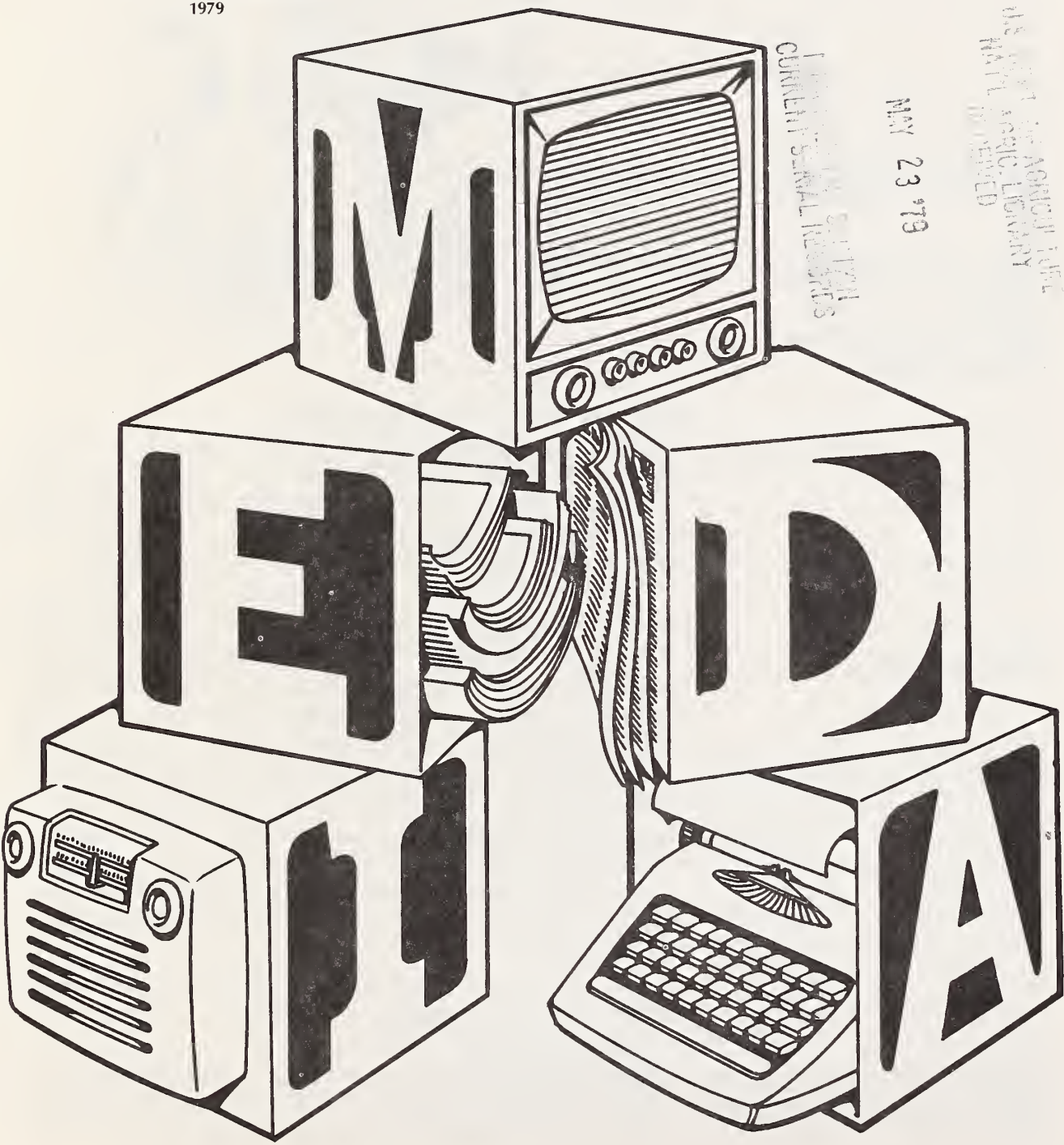
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■ EXTENSION
review

U.S. Department
of Agriculture
January-February
1979



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EXTENSION review

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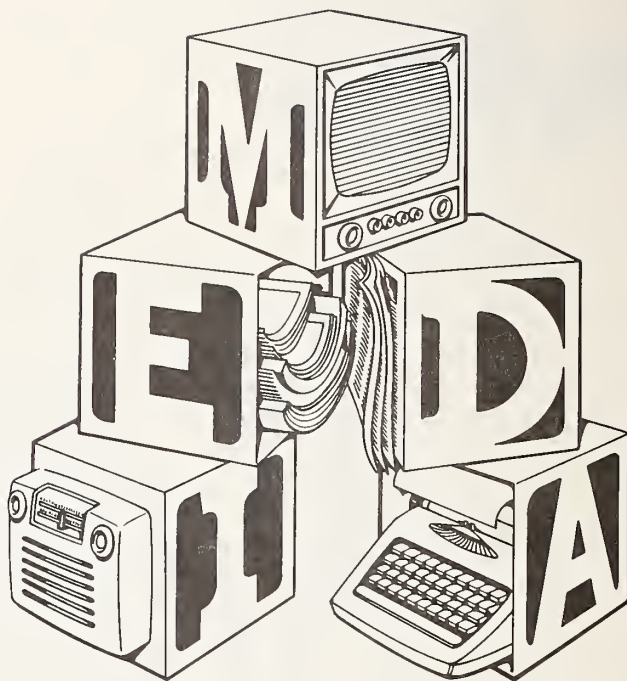
BOB BERGLAND
Secretary of Agriculture

ANSON R. BERTRAND
Director
Science and Education
Administration

Editor: Patricia Loudon

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Extension IS Communication

Extension education was founded more than 65 years ago on the principle of one-to-one, person-to-person communication. As new programs materialized, the feed-back mechanism of this communication process has kept Extension tuned to the needs of the people.

Today we live in an era of communication explosion. This technological revolution has created an even greater need for competency in communication. As Extension programs and audiences have expanded, so has our adoption of new, more sophisticated methods of communicating via electronic and print media. For, if we are to maintain a position of leadership, we must first make ourselves understood by—and understand—the people that we serve. Each method of communication that we use must be tailored to the needs of both the sender and the receiver. And feedback—whether by computerized evaluation or word-of-mouth—is still an integral ingredient of the process.

This issue of the *Review* reports on several media methods used in sending our messages to an audience as diversified as our programs.

Communication was—and still is—what Extension is all about.—Arthur L. Higbee, National President, Agricultural Communicators in Education (ACE).

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Across the Country PSA's Spotlight Extension

by
Elizabeth Fleming
Communications Program Leader
Family Education/Food & Nutrition
SEA-Extension

Five years ago Georgia Extension staff were locked into an undesirable Saturday morning TV slot. As an alternative, they decided to try public service announcements (PSA's) on commercial TV. These short spots featured local agents; animation; and a few, well-chosen slides.

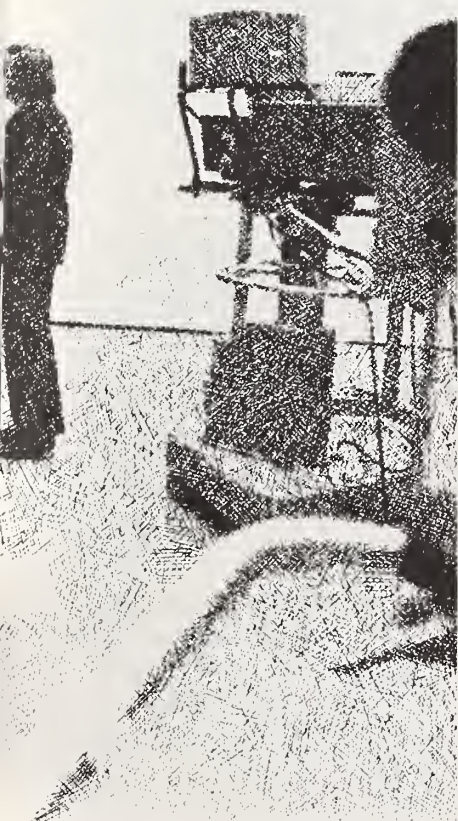
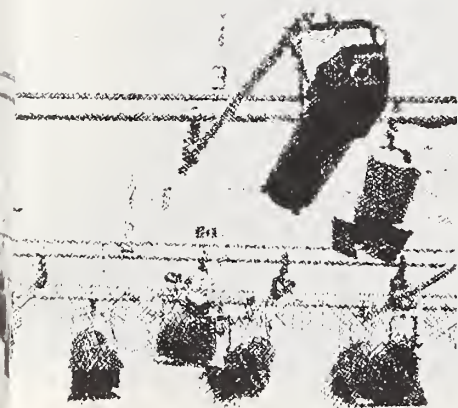
The Georgia spots were successful — sometimes appearing 3 or 4 times daily, often on prime time — in major markets such as Atlanta, Augusta, Columbus, Macon, and Savannah.

In 1977, members of the SEA-Extension information staff went to Georgia to tape a videotape (3/4" video cassette message) on the PSA's. They interviewed members of the Georgia team producing the spots, and shared this message with all states, along with the Georgia slides and scripts. As a direct result, more than 20 states are now doing local agent TV spots.

West Virginia

Dennis Godfrey, West Virginia program leader in information and educational technology, says local agent TV spots are an expansion of an already successful TV effort. This includes features on the 6 and 11 p.m. newscasts, 30-minute prime-time specials, and regularly scheduled weekend afternoon shows.





Washington

Another strong supporter of the spots is Lorraine Kingdon, Washington Extension information specialist. "Our 10-second TV spots with slides are being used just before the morning network news, and in the early evening prime-time. Stations are enthusiastic about receiving them."

Mississippi

"We've been trying to evaluate the effectiveness of our public service spot campaign," says David Hutto, Mississippi educational media editor. "In the Tupelo-Columbus market, we receive at least one play per day on WTVV, and more than one per day on WCBI in Columbus. The Tupelo market is a very important one for us. Here's why. At 9:15 p.m. recently Agent Bobbye McCollum presented her information to a total listening audience of 103,000 people. How many Extension workers get to talk to that many people in a year?"

Nebraska

Tom Bare, Nebraska assistant Extension editor (TV), has evaluated his state's efforts. "According to the KOLN-KGIN-TV public service director, a recent series of 26 PSA's taped by the station were broadcast a total of 222 times with an air value of \$11,904. We figure a total of 7,992,000 home impressions were made," says Tom.

Texas

Stations are calling James Whitman, Texas project leader-broadcast media, to request he send them the PSA's. "We began in the three largest markets: Dallas-Forth Worth, Houston, and San Antonio," says Jim. "Now, the idea's spread to Corpus Christi, Lubbock, and Austin. In Austin, a TV station manager saw one of the spots in Dallas, came home and sent word to the county agent's office that he wanted to do them, too."

"The Austin station manager is taping both the county horticulturist and home-ec agent twice a month for his station's use. He also offered to dub several copies and make them available to the other two stations in the Austin market at no charge. Outlets like that we could all use," says Jim.

Vermont

Vermont agents feel their PSA's are accomplishing something, reports Lyn Jarvis, Extension TV specialist. "Vermont county agents doing TV spots were interviewed and asked what they had gained from the experience. All agreed



that the exposure on a statewide basis has done much to increase their visibility. They are recognized in stores and restaurants. Often, Extension business is carried on in such unlikely places as parking lots and beauty parlors — all because of exposure from the TV spots."

Georgia

Getting a studio to provide Extension public programming isn't easy. Studio time could be used for profitable commercial work. "Make sure you arrive on time for taping," says Kathy DeMarco, Georgia Extension editor-visual communications. "Two essentials in PSA work are studio tapings that are of a professional quality (by media standards), and log placements that coincide with popular viewer times."

Kathy says you can control the quality of production by insuring that the agents you use on TV have good oral and visual deliveries. Maintaining a high quality of color slides and scripts is also a must. "You can't guarantee that a studio crew at a commercial station will do its job properly unless you have a good working relationship with the director," says Kathy.

Having a spot run in prime-time (7-11 p.m.) is desirable. "When that doesn't happen, a placement around a news program is always good," she added. "Don't be wor-

ried if your spot runs in mid-morning or early afternoon. Think of all the home economics information you can give to viewers of 'soaps.' Kathy also says to be wary of early morning and late evening spots. "At those hours, your spots become fillers."

Tips for Agents

We asked state Extension TV specialists who are working with local agent TV spots to give us some tips for county staff. Here's what they said.

From Dennis Godfrey:

- Be familiar with material. Even if it's read from teleprompters, it must sound as though it's not. Develop a conversational ap-



proach. Be natural and sound sincere.

- Develop a good fast-paced reading style with effective pauses. This will aid greatly in getting the information across to the viewer.

From Jim Jensen, Virginia.

- Know your script cold by the time you reach the station.
- Loosen up and be friendlier on the air (smile more, etc.).
- Work with broad appeal topics, and avoid specialized information for small viewing audiences.

From Bob Townsend, South Carolina.

- Know exactly how long the spot is. It's time consuming to try to make the spots conform to the time limitations after you get to the studio.

Survey Results

Of the 18 states responding to a recent survey on use of the local agent PSA's, 11 (over half) are doing 30-second local agent TV spots. Six are doing 60-second spots. One state is doing 10-second spots.

The frequency of local agent TV spot production varies greatly, but the average is one to two a week. At the extreme ends of the pole are Maine doing three spots every other month, and Georgia doing a different spot every day.

Two-thirds of the states report using county agents in the TV spots. Two states — Maine and Texas — use state home economists or horticulture specialists. Indiana and Alabama use a combination of state specialists and county agents. In Washington and New Mexico, information specialists are used to voiceover slides.

Fifty percent of the states reporting use commercial stations for taping. Five use state university

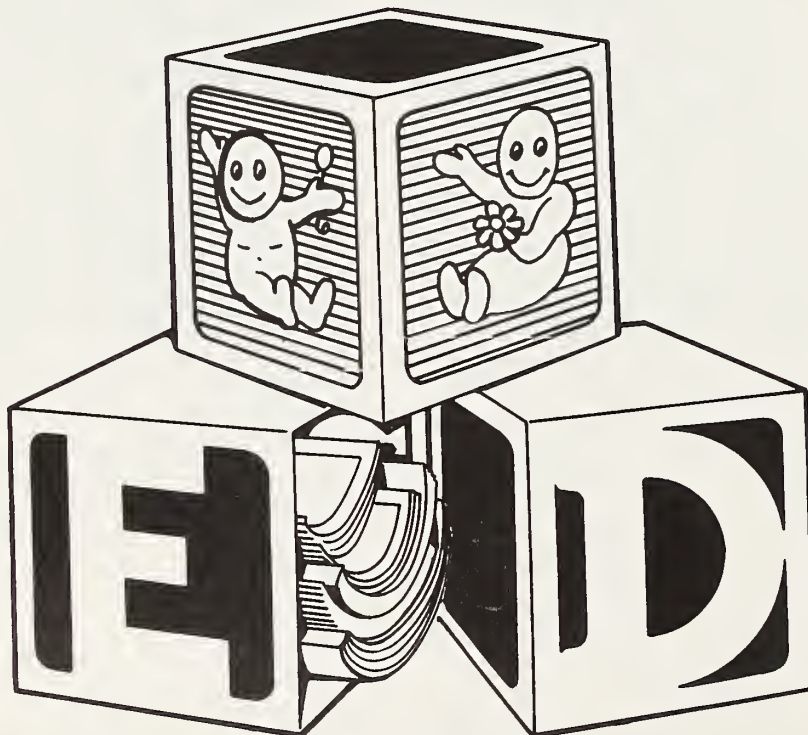
studios, and four states — Maine, Mississippi, Indiana and South Carolina — use a combination.

Almost half the states contacted now have their own animation for opening and/or closing their PSA's. Seven are using the "Extension People" logo provided by SEA-Extension, USDA. Three use slides.

Many states are trying the TV spots in selected areas before further expansion. Almost two-thirds reporting indicate that they have plans to expand further. Seventeen produce their own slides and scripts. □

Cradle Crier — Bilingual Newsletter on Newborns

by
Shirley O'Brien
Human Development Specialist
University of Arizona



"Do you have CRADLE CRIER in Spanish? My neighbor just had her first baby and she doesn't read English." (Young Homemaker)

"We try to translate CRADLE CRIER for the new mothers, but it's really hard to do because you can say it so many different ways. When are you going to make a Spanish version?" (Expanded Food and Nutrition Aide)

"I think we could reach a new area in this county if we had Spanish translations of our materials." (County Home Economist).

These comments have surfaced again and again since CRADLE CRIER began in January 1, 1977. What is CRADLE CRIER? Why should it be translated into Spanish?

Information on newborns

CRADLE CRIER is a newsletter-type publication for parents of newborns. The first issue opens with "Hello Parents, your baby is one month old! There are many changes taking place in your child's life. Let's look at mouth and eye coordination; language; emotional, social development; and small and large muscle development."

The newsletter is designed to make the most of the "teachable moment" concept. For example, when the infant enters its second month a newsletter appears in the mail saying: "Hello parents, your baby is two months old! It should be doing these developmental things. . ." So, the moment young parents begin to ask questions about their child's growth, a

newsletter appears in the mail with answers to those very questions.

Because young Arizona families are as diverse as the cultures they represent, soon after CRADLE CRIER began state-wide distribution, requests for a Spanish translation filtered into the state Extension office.

Spanish translation

Several attempts made to translate CRADLE CRIER ended in frustration because the results were not acceptable to Spanish-speaking audiences. A special translator, Ramon Paz, offered to give it another try.

Both bilingual and experienced in child development areas, Paz went one step further. He tested and translated material with young Spanish-speaking parents in Nogales, a border Arizona city. Paz used just the right combination of words, warmth, interest, and experience to provide a translation acceptable at the border, inland, and at the University (a truly unusual feat!).

So, the !ANUNCIO! (Announcement!) was made: Un Nino

Nuevo ha llegado y hable espanol. (A new baby has arrived and it speaks Spanish.) Paz also suggested that the name CRADLE CRIER be changed to EL NINO EN LA CUNA (THE CHILD AND THE CRADLE). When pressed for an explanation, he delicately stated that "CRIER" in Spanish is a rather derogatory word. (This may have explained some of the frustrations and failure we had experienced earlier.)

One of the first people to receive a copy of EL NINO EN LA CUNA and expand its audiences was Frank Presado, Spanish Program Director of KAWC. KAWC is a bilingual National Public Radio station operating out of Arizona Western College in Yuma County. Every week on his daily program, Presado reads a different issue of the newsletter on the air. He discusses that month of the baby's development and invites listeners to call to receive copies of the EL NINO EN LA CUNA.

He forwards these names to Vickie Steinfeld, Yuma County home economist, and she adds them to the mailing list. Each month these young Spanish-speaking parents receive the issue corresponding with their child's age, growth, and development.

Additional Audiences

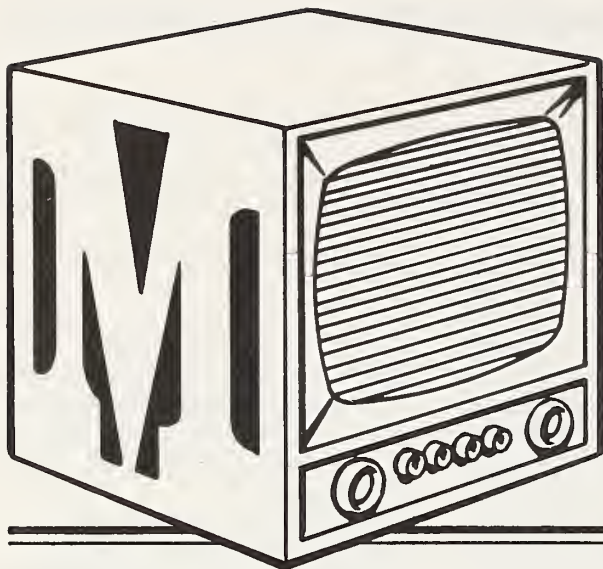
The English version of CRADLE CRIER is distributed and used in many ways throughout the state. In smaller Arizona counties, county home economists arrange with hospital pediatric nurses to send names and addresses of newborns. Others have hospital volunteers insert month one of CRADLE CRIER

into the "going home" bag of goodies. Some weekly community newspapers publish names and even pictures of newborns — an excellent resource for distributing the newsletter.

In larger counties, the Maternal and Infant Care and Well Infant Care Nurses obtain CRADLE CRIER at their weekly clinics. The state also has Title XX home management aides and EFNEP aides who keep the newsletter handy as they visit families with home management skill training information and nutritional education.

Meeting the needs of the diverse audiences in Arizona may be difficult, but it is certainly not impossible. Most young families want information and understanding about how "El Nino" (the child) is growing and developing.

The key is to find the right combination of words, warmth, interest and experience—then get that material into the hands of parents. □



Learning a

by
Dorothea G. McCullough
Extension Editor
North Dakota Cooperative
Extension Service

They got the new audiences they expected, and some they didn't expect.

Both the Dickinson Public Library and the North Dakota Cooperative Extension Service are happy about the audio-visual services supplied people in this coal-impacted southwestern North Dakota community.

A federal grant supplied the money; Extension selected and installed the videotape and slide-cassette equipment; the library provided facilities and enthusiasm; and the entire area is enjoying the benefits.

Western North Dakota's huge reserves of lignite coal, plus oil and natural gas, have aroused national interest since the energy shortage developed. People have flooded into the area to build power generation plants, expand mines, and begin the first coal gasification plant. A new oil field in Dunn

County, just north of Dickinson, has attracted another wave of new people.

Area Booms

Dickinson itself, a friendly, prosperous western county seat town of 15,000, is bursting at the seams. New housing developments ring the city. New businesses are beginning and old ones expanding. As the largest city in the coal area, it is the center for much of the state's energy activity.

Extension has been part of this development from the beginning. Don Peterson was county Extension agent in McLean County, center of the coal mining activity, before the boom began. Working with all concerned, he organized local citizen groups to design plans for future expansion before crisis conditions could develop. This resource development work was a factor in his earning the USDA Superior Service Award in 1975. He became Extension area resource agent when that position was established and funded.

As Peterson moved into this new position and Extension took a more active part in energy development, better communications became a must. The people

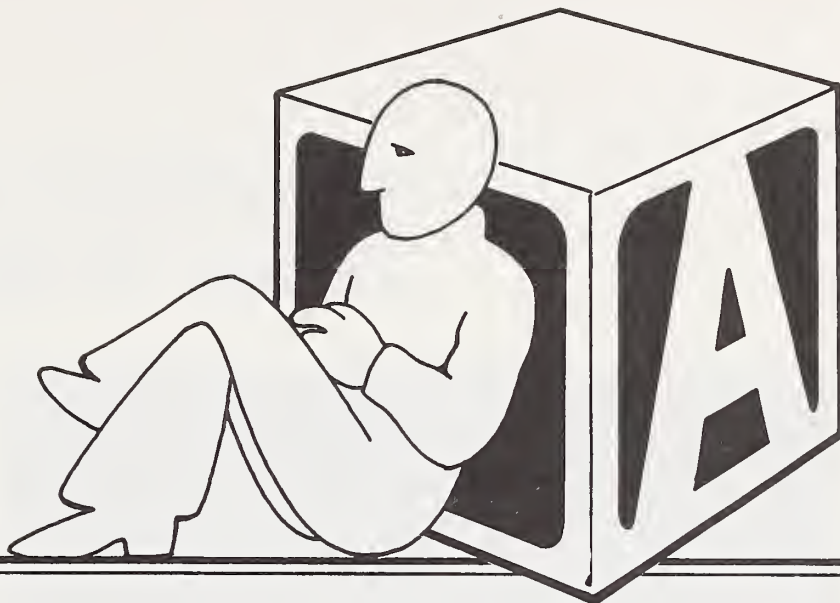
of the area needed to know more about the energy development taking place all around them, and its short-and long-term effects on their lives and environment. New people needed information about this issue, too.

Community Learning Center

Extension looked for a place to establish a learning center in a facility already being used by the community. In turn, Cheryl Drury, librarian at the Dickinson Public Library, was looking for more services to offer to people.

Eight counties in the coal impact area are equipped with closed circuit television and slide-cassette equipment. The Dickinson Public Library became the pilot learning center. An area center was necessary because North Dakota State University, headquarters of the

the Library



State Extension Service is at Fargo, 250 miles from the coal area.

Jim Kenward, state Extension media specialist, set up the system logging the first program in December 1977. Special videotapes and slide cassettes on the coal industry were made. Other videotapes and slide cassettes on a wide range of subjects of interest to area people were supplied the library, and the entire Extension listings of 200 videotapes and 160 slide cassettes were placed at their disposal.

Videotape Library a Success

It's working.

The tapes relating to the impact industries are particularly popular with persons connected in some way with these industries, though local people also use them.

Regular Extension "customers" are finding a new vehicle for information. A 4-H club from the

Hebron area traveled over 50 miles from Dickinson to the library. The kids sat on the floor in rapt attention for the 2 1/2 hours of horsemanship instruction via the automatic slide-cassette system.

Homemakers Clubs are holding special meetings in the library. As with all groups using the library's services, they are encouraged to bring refreshments and make coffee in the building's basement, where they also hold their business meetings.

Special adult education classes have found a valued resource in the library learning center. Some of the classes are for displaced homemakers seeking to update their skills, and bolster their self-confidence, so they can enter or re-enter the job market. Others are seeking high school equivalency certificates.

Other New Audiences

Another welcomed new audience is retired farmers and spouses. It took a senior citizens' tour of the library to acquaint them with the programs, but Drury reports that now a trip to the library is as much a part of their weekly schedule as a trip to the grocery store.

The equipment is now set up in an attractive corner of the main floor of the library, with a circle of comfortable upholstered chairs facing the screen. Does the dialogue or other sound distract from the usual hush-hush library atmosphere? Not at all, say the librarians. The warm, welcoming atmosphere of the library doesn't discourage low level sound. Serious students and others not wanting to be distracted are encouraged to use quiet basement rooms.

Will the project continue? The study center was installed on a 1-year trial "use it or lose it" basis. Usage is steadily growing. Local media have been generous about advertising the service on a public service basis.

Users tell friends and neighbors. The library wants it. Extension wants it. And the people of the coal impact area also want the project to continue. □

Logo Publicizes People Programs

by
Tanya Scott Harris
Information Specialist
University of Missouri

A familiar question usually arises when a group of Extension people get together: "How do we get information about our programs to the public?"

Like University Extension staff all over Missouri, the staff in the Lakes County area continually addresses this question. Their approaches include an area Extension newspaper, use of the "Extension People" logo (developed by USDA), and a committee that meets to discuss communications efforts.

Area Newspaper

The Extensioneer, published by the area staff, is a 12-page tabloid. In its fifth year of publication, it has the second largest circulation of any newspaper in southwest Missouri.

Area Director Doyle Jones says, "When we started, we thought we

might have 5,000 names on our mailing list, but finished with 15,000."

Jones says the idea for the newspaper initially came from the area Extension council advisory committee. It started on a 1-year trial basis with all of the articles staff written. Howard Foshe, associate area director, works with staff to select material for each issue. Bert Cantron, also an associate area director, works with makeup and production, and the newspaper is mailed out of the UM Extension Center in Buffalo.

Articles cover scheduled Extension activities, introduction of new programs, and also informational, do-it-yourself material. The newspaper's effectiveness as a communications tool is presently being evaluated by a survey.

Extension logo

To give additional exposure to Extension programs, the Lakes County staff is using the "Extension People" logo.

Jim Sawyer, youth specialist in Christian County and chairman of the area's communications committee, worked with USDA staff to develop ideas for its use. These include bumper stickers, identification on news releases, brochures, and staff memos. The term "Extension people" also is being used on radio programs of Extension information.

"We are steadily developing a growing image of Extension," Jones says. "We are hearing people in the area using the term 'Extension people' more and more. It's a term they can easily remember."

Jones says the area Extension councils are supportive of the staff's efforts because it let's people know what's available from Extension.

In addition to Sawyer, communications committee members are: Jim Bell, industrial specialist, Springfield; Ilene Workman, home economist, Springfield; John Parket, continuing education specialist, Springfield; Ron Young, dairy specialist, Ozark; Jim Summers, local government specialist, Marshfield; Perry Nell Knight, home economist, Forsyth; and Bill Bock, agricultural engineering specialist, Greenfield.

Council backing

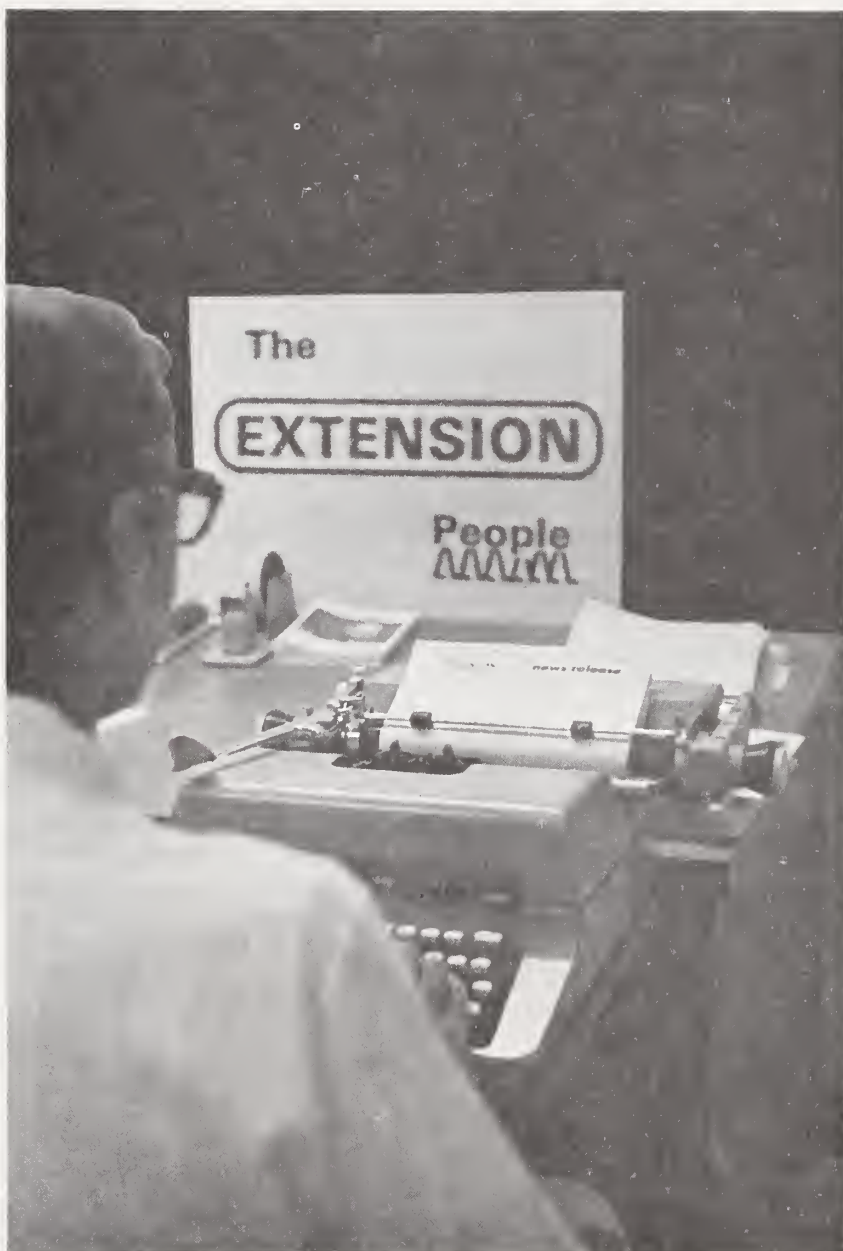
C. F. McCormick, chairman of the UMExtension Council in Green County, says, "The Extension council here is 100 percent in favor of getting news of Extension programs in the media." McCormick, who has been working with UM Extension for the past 9 years, adds, "It's hard to get the attention of people with all the demands for their time."

McCormick has "Extension People" bumper stickers on both of his cars. "I've had a lot of people ask me what 'Extension people' means," he says, and adds that it is an easy way to describe to people what University Extension is, and to begin talking to them about the many programs available.

Communication committee chairman Sawyer says, "One of the big problems with Extension Service, as I see it, is that 'Extension' means so many different things to different people." He says a portion of the population may identify Extension with 4-H programs, or agriculture programs only, and not be aware of the other services UM Extension provides.

"One of the reasons we liked the idea of the logo is it serves as a bridge to relate all the different people in the various areas of Extension work," Sawyer says.

The Lakes County area staff also likes the emphasis of "people" in the logo, showing that University Extension is people providing services for other people. □



Washington in Review

IPM Authorized Under CETA-Young Adult Conservation Corps

Integrated Pest Management (IPM) is now among the conservation activities specifically included in the types of work projects authorized for the Young Adult Conservation Corps (YACC) under Title VIII of the Comprehensive Employment and Training Act (CETA) Amendments of 1978 (P.L. 95-524).

YACC engages in projects of a public nature on federal and non-federal public lands and waters. This amendment also authorizes YACC to provide producers of agricultural commodities with IPM information.

YACC is jointly administered by USDA (Forest Service) and the Department of the Interior. State Forest agencies also conduct a portion of the program.

Before initiating any state or local IPM projects under the YACC, the administering agencies must consult with "the Federal Extension Service and the cooperative extension service of any state" as appropriate (Sec. 806 (a) (2) (B)). SEA-Extension is working with Forest Service personnel in developing procedures for implementing this amendment.

Bergland Signs 1979 Agricultural Conservation Program Act

The 1979 Agricultural Conservation Program (ACP) cost-sharing policies, guidelines, and procedures were signed by Secretary of Agriculture Bob Bergland, in January. The 1979 program takes a new approach to meeting the soil, water, and pollution problems in rural America. Through it, said Secretary Bergland, we will achieve farm-related pollution abatement and soil, water, and woodland conservation.

County agricultural stabilization and conservation committees administer the ACP program. The Soil Conservation Service and Forest Service (through the state forestry agency) furnish technical assistance. Local Extension agents through their educational efforts explain USDA programs and how farmers and landowners may use these programs to help solve conservation and pollution problems.

National Extension Natural Resources Head Named

Merrill L. "Pete" Petoskey has been named assistant deputy director for Extension's Natural Resources program. Assistant Secretary of Agriculture Rupert Cutler stated that "Petoskey's appointment heralds new initiatives and emphasis on Extension programs in forestry, land and water use, wildlife, environmental quality, pollution abatement and energy." In his new position, Petoskey will serve on the staff of the Deputy Director for Extension and will participate in overall policy decisions concerning natural resources educational programs.

Petoskey is the former assistant chief of the Bureau of Renewable Resource Management in the Michigan Department of Natural Resources. While at Michigan, he assisted the Bureau in their programs of forest management, fisheries and wildlife management and research, recreational waterways, surveys and statistics. From 1975 to 1977, he was director of wildlife management in the Department's Forest Service.



1979 Fertilizer Prices Predicted

1979 fertilizer prices are expected to be close to the present levels due to plentiful domestic and international supplies, coupled with relatively slow demand growth. The USDA World Food and Agricultural Outlook and Situation Board in their 1979 report on the fertilizer situation predicts that the average fertilizer prices during 1979 are expected to rise slightly, but will stay close to present levels. The Board report forecasts fertilizer use for 1978/79 to be near the record 1976/77 levels. This forecast is based upon the improved agricultural outlook — increased commodity prices, diminished uncertainty about farm programs, and favorable fall (1978) field conditions.

Nutrition Information Center Expanded

USDA's food and nutrition information center will be expanded and opened to use by the public, Anson R. Bertrand, SEA director, announced recently. The center, which formerly provided information to people who worked in the department's child nutrition programs, will now be open to educators, dietitians, nutritionists, CES personnel, and other interested persons.

Officially known as the Food and Nutrition Information and Education Resources Center, the center, located in Room 304 of the National Agricultural Library at Beltsville, provides serials, monographs and audio-visual aids on foods, nutrition education and service management. The center's services include lending, reference and computer on-line retrieval of information.

Research and Extension Users Advisory Board Organizes

The organizational meeting of the National Agricultural Research and Extension Users Advisory Board was held at USDA in December. The board will make annual recommendations concerning the Department's research, Extension and teaching activities to the Secretary of Agriculture, the President, and appropriate Congressional committees.

Chairman of the board is Ralph S. Abascal, general counsel, California Rural Legal Assistance, Sacramento. Vice Chairman is Janet B. Schwartz, health program specialist, Massachusetts Department of Public Health, Boston. Board representatives to the USDA Joint Council are William Anthony, Sr., manager, Alice Sidney Farms, Lake Village, Arkansas; and Roberta Archer, Illinois Department of Agriculture, Springfield.

The board met again in January to make plans for analyzing the President's budget for Extension and research. This analysis must be submitted to Congress by March 1 as specified in Title XIV of the Food and Agriculture Act of 1977.

News — Keeping it Hot!

by

Elizabeth Fleming

Communications Program Leader

Family Education/Food & Nutrition

SEA-Extension

You've got a hot news item. You call your town's three commercial TV stations and they all come — to you — to get your story. Some 750,000 of your state's 2 million people see and hear your message.

Is this possible? Could it have happened? It not only could have. It did. It happens regularly in Little Rock, Arkansas.

Arkansas Extension television specialist John Philpot did some figuring recently and found that Extension had received 32 million exposures through 6 o'clock and 10 o'clock newscasts during a 9-month period. "Commercial news is where the people are," said John.

"Anything can be news provided it has the proper handle," said Philpot. "This requires imagination and creativity. And — you've got to be willing to come to the point in 1-2 minutes. Because that's probably all the time you're going to get."

Is it news?

How can you know if you've got a potential TV news item? John suggests you answer these questions:

- Is the news item educational and useful to people in the television viewing area?
- How many of these people are affected by the item? How intensely are they affected?
- How timely is the item? (Timely items are immediate and must run today. Untimely items could run tomorrow, next week, or at the station's discretion. TV news directors value both.)
- If there's a "big shot" in-

volved, how important is that person? (Be honest.)

- Does the news trigger human emotion? (That's a plus.)
- Is the information sufficiently flexible to allow any station to choose their own method of producing it?
- How visual is the item? Does it have action? Color?
- Is there natural sound (Examples: children laughing, water running, etc.) for the audio track? (This isn't always an essential, but it helps!)

Additional Tips

"Avoid talking heads and meetings," Philpot suggests. "The best TV news item is one which commands the viewer's total involvement with both sight and sound. "Perfect TV video would convey the message if the sound were turned off."

There are always exceptions to the rule. Recently, John offered some consumer-type items to the media. One of them was an Extension health conference. John arranged for an on-camera interview with a noted speaker and "B-roll" (no sound) coverage of a blood pressure testing demonstration, exhibits, crowd shots, etc.

"Generally, meetings make very poor television," he said "but we were able to provide the necessary visual shots to make it work."

In another news item, home furnishings specialist Patsy Keller gave the media information about the economical versatility of common household cleaners. Keller gathered 10-12 cleaners and packed them in a market basket along with a neatly lettered sign listing their total price. When three TV stations arrived to interview her, she was armed with valuable backup information.

Preparation

When Philpot has a news item ready for the TV media, he prepares a rundown sheet for the sta-

tions 2-3 days before coverage, describing the item, and giving his name as contact. Date, time, and place are also listed.

When the media arrive, John is there to greet them, answer questions, hand out backup briefing sheets, and set up a quartz light or two for indoor shots if needed. "We don't tell them what we want," says John. "We make sure they get what *they* want. Our job is to present what we have to offer in an interesting way."

"Our entire media relationship is built upon trust" said John. "We trust the stations to handle our information correctly. They, in turn, trust us to be fair, use good judgment, and know what we're doing. We try to fulfill every media request, never let them down, and never mislead them."



Consumer News

In interviews with two of Little Rock's three commercial TV stations, both KTHV-TV (channel 11) and KATV (channel 7) said they'd be beefing up their concentration on consumer news in the future. Channel 7's news director, Jim Pitcock, says he views Extension as a source of that information and he doesn't view it strictly as women's news. "I do most of the food shopping in my household," he says.

Betty Jean Brannan, Arkansas state leader-home economics, is presently looking into ways to meet the new TV needs and opportunities.

Can any state achieve this kind of TV news coverage? John Philpot believes they can. "Even in the larger cities, there are usually specialized format stations. You may not get them all to carry your message," says John, "but chances are, you can get some." □



Outlook Campaign Draws Favorable Feedback

by
George T. Brandsberg
Assistant Extension Editor
Kansas State University

Is there a better way than public meetings to present such "perishable" information as farm price outlook material?

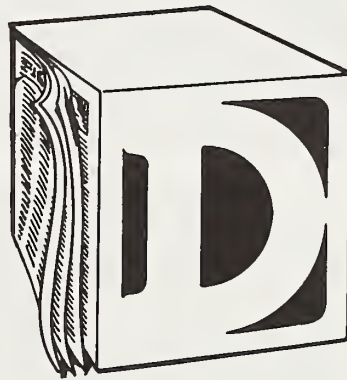
Extension economists at Kansas State University asked themselves that question nearly a decade ago. For the previous 18 years, they had spent hundreds of staff hours each year putting together a program that culminated in 80 local meetings across the Sunflower state. Dozens of county, area, and central Extension staff workers were involved in the effort.

Average attendance at those meetings was 50 persons, so the program was reaching around 4,000 people annually.

Media blitz mounted

Last fall, K-State's economists spent much less time on their outlook program and reached at least 150,000 people with current information. They did it by mounting a mass media blitz that included television and radio programs, magazine articles and newspaper releases. Practically all of these appeared during the last 2 weeks in September.

To get ready, Extension economists A. L. (Roy) Frederick, Don D. Pretzer, and Mildred Walker began preparing materials. Teaching and research economist John McCoy and two of his assis-



tants handled the livestock outlook portion of the program.

Their homework included attending or reviewing materials from the Great Plains and Western Outlook Conference in Montana, and the Mid-America Outlook Conference in Missouri, and sifting through many other sources of current information. After completing their research, the specialists developed position

papers on prospects for grain, livestock and food prices, and the farm management implications of anticipated trends.

These papers served as reference material for writing a series of nine magazine articles and two newspaper releases.

The magazine articles, illustrated with photos of the specialists quoted, filled a special four-page section of *Kansas Farmer*. This magazine has a circulation of 80,000, reaching approximately 9 out of 10 of the state's 79,000 farms.

"We always get some feedback from this feature — all of it favorable," reports editor George Smith.

The newspaper releases went to 48 dailies and 10 farm weeklies in Kansas and neighboring states. Total aggregate circulation of the dailies is 650,000 and the farm weeklies 320,000.

An hour-long television show, hosted by Extension television producer Lowell Kuehn, was taped at KARD-TV in Wichita and played back over nine stations in Kansas and Nebraska on September 3. An estimated 90,000 persons viewed this program.

A half-hour radio show, hosted by Extension radio and TV specialist, Paul DeWeese, also featured interviews with the outlook economists. Tapes of this



show were distributed to 60 radio stations in Kansas and neighboring states. Total audience of these stations is estimated at 315,000.

Educational impact

Assuming that only 10 percent of the circulation and potential audience of these media read, saw or heard the outlook information offered, the total audience reached would still be 137,500.

"As a result of changing over to using the mass media, we improved our educational impact ratio immensely by contacting many more people throughout the state of Kansas," says Donald B. Erickson, assistant head and leader for agricultural economics programs. "This way we get information out in a hurry and it's current when it is presented. This is the route to go."

Under the previous system of public meetings, 10 economists were involved in preparing outlook material. They held training meetings for district staff members

and later helped conduct local meetings. A typical outlook program required 270 staff days in preparation and presentation time and thousands of miles of travel. That was to contact only 4,000 individuals who attended the meetings.

The 1977 program took about 70 staff days of work to present and virtually no travel. Total contacts? Probably around 150,000. Because the same information was presented in different packages — television, radio and print media — people were probably exposed to it several times.

Program challenge

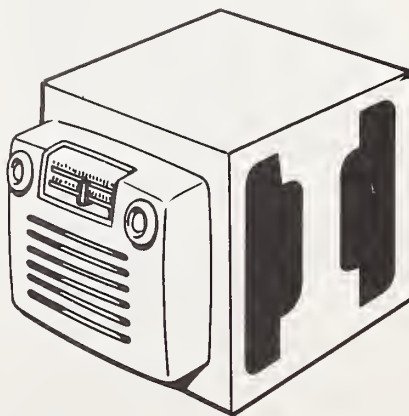
"We've been challenged to change the awareness, the thinking and the behavior of the public," Erickson says. "I don't know of a better way to restructure what we were doing that this particular change."

"It's much more important today to assist producers of livestock and crops with alternative marketing strategies such as forward contracting and hedging."

Erickson says the only disadvantage he sees in concentrating on use of the mass media is the loss of eye-to-eye communication in which a person who doesn't understand the material can ask questions.

"Certainly we do get some feedback from people who see or hear our material in the media. We get calls from farmers and ranchers who want to discuss information with our specialists. Using the media generates visibility for our specialists and, as a result, representatives from the press contact them, too."

K-State's outlook specialists first tried the media blitz in the fall of 1969. It was so successful that they've repeated the annual program ever since. "Obviously, we're pleased with the results," says Erickson. □



Follow the Farmer

by
Roger Gerry
Information Editor
Tennessee Valley Authority

Television news reporter Tom Lowe snapped an ear of corn, faced the camera, and said, "Next week, Mike and W. A. Hutchins will be here in their cornfield, but not to salute the population of a city. They will be cutting silage for their cattle, and we'll be here with them as we continue to 'Follow the Farmer.' From Chattooga County, Georgia, I'm Tom Lowe reporting for Action 9."

Tom's filmed remarks wrapped up his visit to the Hutchins' farm. He and photographer John Creel took their material to Chattanooga, Tennessee, and edited it into a 2-minute feature for WTVC's evening news the next day. It showed Mike Hutchins and his father, Wilburn,



working on their partnership farm near Summerville, Georgia.

The following week, Tom produced another feature on the Hutchins' farm, just as he had done every week since February 1, 1978. "The Agricultural Movement was in full swing in January when Jim Collins, our news director, got the idea for 'Follow the Farmer,'" Tom says. "He said we want to do something no one else is doing. We want to follow the farmer from one season to the next to find out what really happens on a working farm.

"I didn't know what 100 percent

parity meant, and I didn't know anything about farming," Tom adds. "I think that's one of the reasons I was assigned the series — because I had no preconceived ideas about rural life."

Tom set out to find a father-son partnership farm in north Georgia with hopes of increasing WTVC's viewership in that area. A phone call to the Chattooga County Extension Service pointed him toward the Hutchinses, who agreed to let him produce the

series through the fall of 1978.

The features have covered everything from country cooking to castrating pigs. "You never know what's going to happen down here," Tom explains. "Mike says come next week and we'll cut grain sorghum. We get here and find that earworms have hit the corn crop. There's an Extension agent here helping solve the problem, so we report this instead of what we had planned. You get involved in it and really have feelings. And you wonder if they'll save their crop."

The Hutchinses raise soybeans, corn, hogs, and beef cattle on about 1,000 acres. Since 1974, they have been on an educational farm management program (resource management) conducted by the Georgia Cooperative Extension Service and the Tennessee Valley Authority's Division of Agricultural Development at the National Fertilizer Development Center in Muscle Shoals, Alabama.

Mike and Wilburn say they have not lost enough time from the news team's weekly visits to hurt their operation. "We enjoy it, really," Wilburn says. "It's kind of fun, because it's so unusual that they're interested in what we're doing. I don't know if we're doing anything to enlighten the public about farm life, but Tom and John think they're getting a pretty typical farm life picture."

WTVC is the number one TV station in Chattanooga, with four million viewers on the cable in parts of Tennessee, North Carolina, Georgia, and Alabama. Tom says that viewer response to the series from cards and letters has been tremendous, and that viewership has picked up, especially in north Georgia.

People say, "I've never been on a farm, but I've learned so much about it from your show." □



Weather Watch

by
John L. Jackson, Jr.
County Extension Agent
Lake County, Florida



Timely dissemination of weather information to citrus growers is important during the winter in Florida. It becomes critical during frost and freezing conditions.

The growers need as much information about the impending cold weather as possible to make decisions involving large amounts of money and crops.

Central Florida

More than 180,000 acres of citrus are located in Lake and Orange counties of Central Florida. Approximately 20,000 acres are protected in some manner from the cold. Growers in these counties may spend almost \$1 million per night in an effort to save trees and fruit.

The National Weather Service does an excellent job of forecasting for the Florida peninsula, but doesn't give detailed information for areas of limited size in their daily releases. With only two forecasters on duty and hundreds

of growers needing detailed weather information a middle person is essential.

In Central Florida, Extension agents fill this role. The weather forecaster and Extension agent maintain close contact. During warm periods, biweekly calls determine 3-to-5 day outlooks in an effort to prepare growers for cold weather. During freezing conditions, numerous calls are made concerning the rate of temperature drop, strength of inversion, wind conditions, durations below freezing, dew point, time of frost formation, etc.

The Extension agent also collects data on cold nights to assist the growers in the area. A weather tower located at the office collects information on temperature inversion, wind speed and direction, dew point, soil temperatures, net radiation, leaf and fruit temperatures, and air temperature. The

agent also collects hourly temperatures from 12 key locations — grower cooperators and high school "riders". He or she also uses a computer terminal to obtain an hourly freeze prediction from a mathematical model.

Electronic Weather Service

As the weather information is collected and assembled, the agent periodically records it on an electronic answering device. A taped 2-to-4-minute message is then made available to growers via telephone. The electronic weather secretary gives the message and is updated as often as necessary throughout freeze nights.

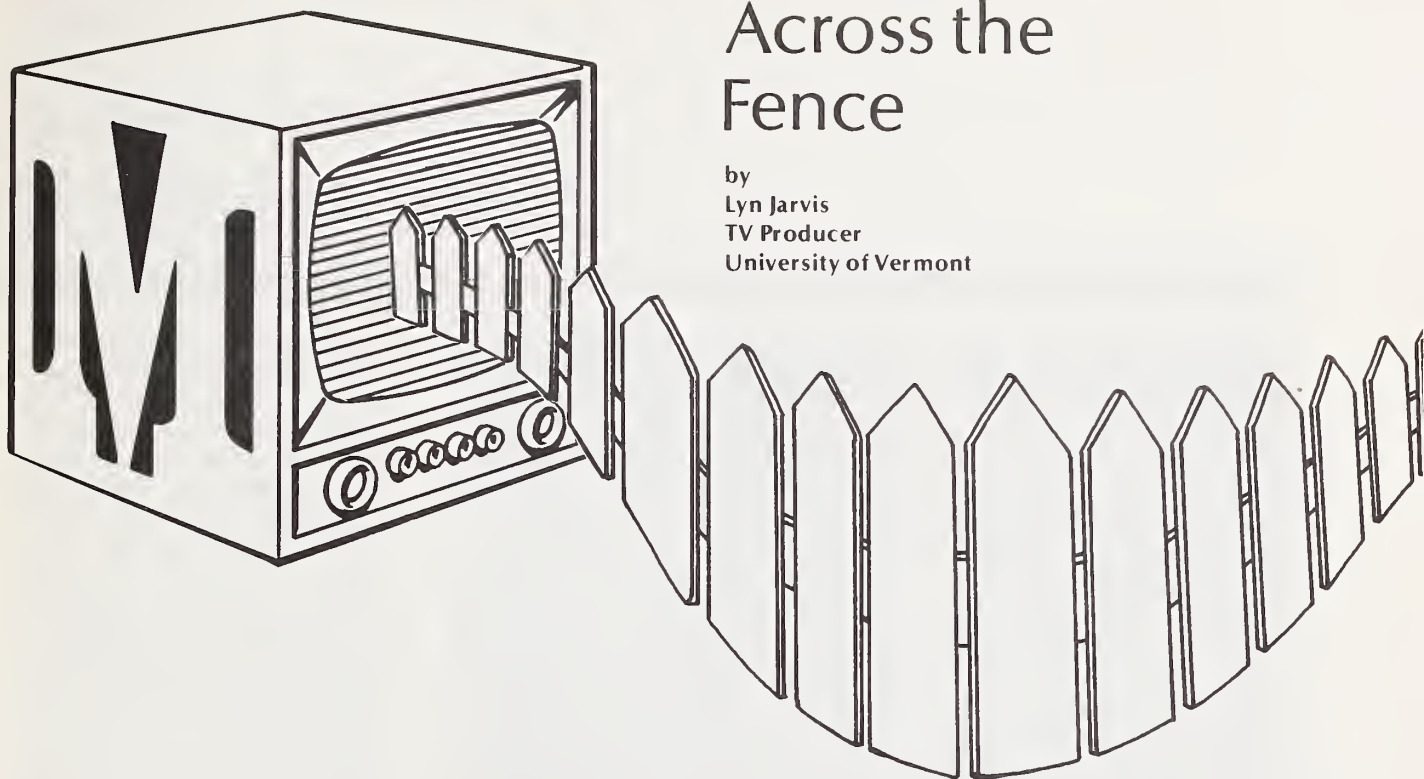
Growers subscribing to this electronic weather secretary receive an unlisted telephone number, which is routinely changed during the season. Their subscription fee pays for all telephone and equipment charges which make the system self-supporting. Approximately 90 growers protecting some 15,000 acres use the system.

Growers not subscribing to the service listen to hourly radio programs made by the agent on freezing nights. The programs give temperatures for the 12 key locations and other pertinent data.

Evaluating System

Just how valuable is this weather service to Central Florida growers? One simple evaluation is to monitor calls made to the weather secretary on cold days. In operation continually the four lines handle approximately 1,500 calls per day. During warmer weather, this load is greatly reduced to only 200 per day.

A questionnaire sent to all subscribers reveals that 65 percent of the growers use the service as their major source of information while 98 percent indicate it is their most valuable source of weather data. □



Across the Fence

by
Lyn Jarvis
TV Producer
University of Vermont

"The Extension Service and Experiment Station of the University of Vermont present your daily farm and home program, ACROSS THE FENCE."

These words have become familiar to thousands of viewers who watch the program telecast Monday through Friday at 1:10 p.m. on WCAX-TV, Vermont's only public television station.

This February the program celebrates its 28th birthday as one of the longest running daily Extension television program in the Nation. The series began in 1955, at a meeting with Stuart Martin, president of WCAX-TV, John W. Spaven, former head, Extension Information office, and Joseph Carrigan, former dean of the college of agriculture.

Three television specialists have been responsible for the programs over the more than two decades. Lloyd Williams guided the program through its initial year. Karin Kristiansson produced the show for 19

years until 1975, when she became the Extension Multi-Media Specialist. Lyn Jarvis is now ACROSS THE FENCE producer.

The programs feature Extension staff and specialists who present information of current and topical interest. Tony Adams, a WCAX-TV personality, hosts the 17-minute telecast. All programs are scripted with heavy emphasis placed on visual support, such as studio props, slides, film, and on-location video sequences.

Last year, WCAX-TV gave the Extension Service portable color video equipment. It's been used to cover such topics as water safety, gardening, and home insulation, plus activities at fairs and field days.

The popularity of ACROSS THE FENCE continues to increase; the latest Nielsen ratings show that 6 percent of all TV sets in use at 1:10 p.m. are tuned to the program. This represents approximately 60,000 viewers watching each day. Not included in this figure are 40,000 Canadians, who are also daily viewers.

During 1977 more than 34,000 letters were received at the publications office requesting material offered during the telecasts.

Unsolicited comments taken from viewers' letters may indicate why the show has such broad appeal:

"I'm a daily viewer of your fine programs. So full of good information, helpful, and interesting."

"I have been watching ACROSS THE FENCE for a long time and enjoy it very much, and often find myself passing on some choice bits of information from your programs to my friends." □

Consulting Communicator— New Name for

Many state Extension Services have communications staff members whose knowledge and skill can make valuable contributions to the program planning process.

This planning process often must wrestle with the complex problems of a communications revolution, a knowledge explosion; budget, time, and travel restrictions; and legions of new knowledge-seekers.

Surveys of Extension communicators have shown that more than 80 percent of those reporting felt consulting with staff about communications or information activities was "very important." Many also said they didn't feel competent to play a consulting communicator role—as differentiated from strictly a "communications craft" role—even though they reported plenty of consulting anyway.

Team approach workshop

An Illinois workshop in March 1978 brought together Extension communicators and program planners to explore the "consulting communicator" concept—or, put more simply, the "team approach" to planning communications.

Among resource people for the workshop was Everett Rogers, a national leader in communications research and theory.

The communications staff member who could fulfill this role has been called a "consulting communicator." That person is involved in the total program and delivery process, applying communications principles throughout. He or she might or might not have other specialized duties—publications editor or radio-TV producer, for instance. That is, the individual often produces communications materials, as well as consults about communications strategies. His or her contribution is unique and specialized, but contributes to group deliberation and program decision.

Defining the role

Iowa Extension Editor Bob Kern coined the "consulting communicator" term 3 years ago. "It named a role; it didn't create one," he says. Kern's own information staff began moving into such roles in the 1950's.

When Kern defined the role before a joint meeting of Extension communications leaders and Extension program directors from the North Central Region, the reaction on both sides was, in effect: "Let's explore this further."

An ad hoc committee from the region, chaired by Minnesota Extension Communicator Harold Swanson, went to work and their efforts culminated in a week-long workshop, "Extension Communications—a Team Approach," held in Illinois in early 1978.

To prove that perhaps the role being studied was now simply being named and not created new, state workshop participants brought along case studies.

One illustration of how the consulting communicator idea can be transferred from theory into practice was the following example related by Delmar Hatesohl, associate Extension editor at the University of Missouri and former president of the American Association of Agricultural College Editors—AAACE (now Agricultural Communicators in Education—ACE).

As Hatesohl explained it, he was asked by an Extension administrator to chair a committee whose task was to revise a 10-year-old guide about Missouri's food and fiber industry.

Hatesohl saw the assignment as rather routine and potentially time-consuming. He changed his mind about the "routine" aspect, however, after the first meeting of the 15-member revision committee.

The questions came fast and furious: What's the purpose of this publication? Who is it intended for? Does anybody want to read it? Is it a public relations piece?

There were differences of opinion on format, length, style. The

Communications
me to

Old Role

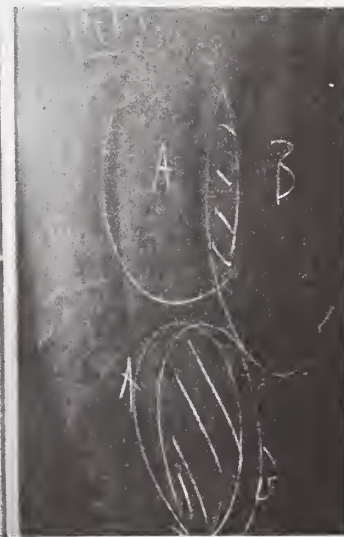
by
Donald Nelson
Program Leader
Rural Development Information
SEA-Extension

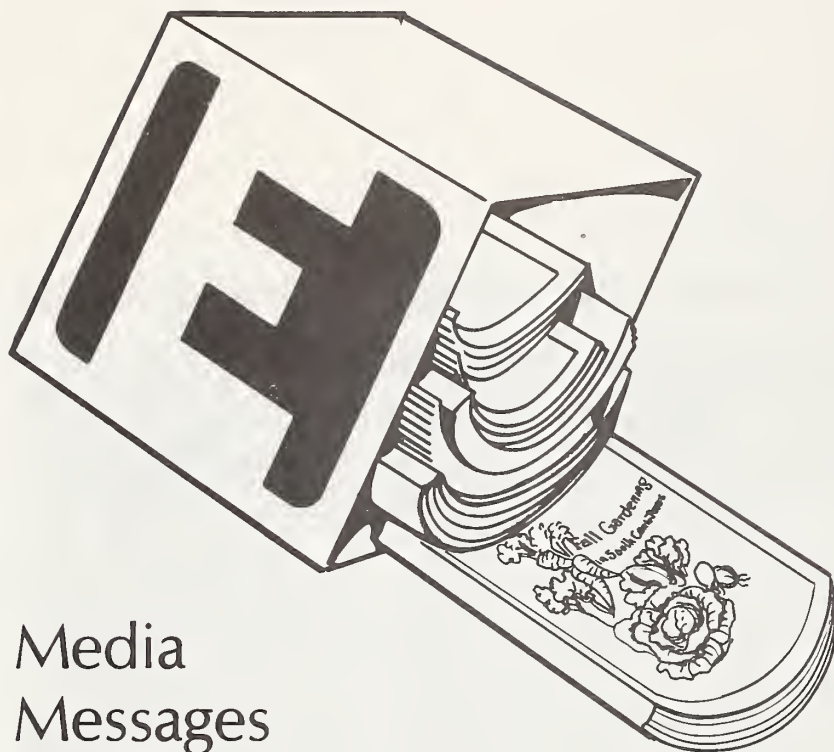
group met and met again and hammered out the differences. Eventually, a publication, summary folder, slide tape, news stories and radio tapes resulted.

From the communications standpoint, Hatesohl said he was happy to have a clear-cut idea of purpose and audience when the materials were finally prepared in the information "shop." The specialists on the committee made excellent contributions into the communications aspects of the program, as well as in subject matter recommendations. Audience needs, specialist needs, and administrative needs were all served, Hatesohl said.

Little of this could have happened had not the team approach been set up and carried out, Hatesohl believes.

He concluded: "This type of communications consulting and leadership is time consuming and sometimes frustrating, but it is also rewarding personally and professionally." □





Media Messages Mesh Growing More Gardens

by
Barry W. Jones
Area Communications
Specialist
and
Ann Cole
Communications Specialist
Texas Agricultural
Extension Service

Growing numbers of Texans clamoring for educational information on home vegetable gardening led to one of the most ambitious Extension-organized multi-media efforts ever devised in the Lone Star State.

In South Central Texas, with the city of San Antonio as its hub, this interest created a growing gap in the capacity to deliver gardening information through the traditional channels of local meetings, telephone responses, or written correspondence.

Extension horticulturists and county agents had already turned strongly to mass media such as radio, television and newspapers in their attempts to serve this audience. But, these outlets utilized separately still could not keep up with demand.

Another problem — the region

is blessed with two gardening seasons, spring and fall, each year.

Extension home gardening meetings in San Antonio in 1976 and 1977 drew the largest audiences ever for a South Texas Extension program. This only increased the craving for more information. Phone call responses and newspaper columns on the subject had the same effect.

Fresh Approach

This situation prompted Jerry Parsons and Sam Cotner, horticulturists, and county Extension agents to search for a fresh approach to reach more people with their gardening information in 1978.

The result was a Fall Gardening Emphasis meshing regional and local media; the gardening industry in the form of nursery wholesalers and retailers; and local, area and state Extension professionals into a coordinated gardening effort aimed at a million Texans. Forty counties in South Central Texas joined in the emphasis.

Parsons and county agents sold the idea to key individuals within each of these groups. "We knew the demand for information was there," he said. "We also know that it served the interests of everyone involved to help get that information out. People realized this as we moved along in our planning."

Media Involvement

The emphasis was launched early in July with preparation and distribution of a booklet with "everything a person living in South Central Texas needs to know about producing a fall garden."

Texas A&M University campus-based horticulturist Sam Cotner and Parsons coauthored the booklet, working closely with Communications Specialist Ann Cole in editing and printing.

A series of stories on the "how-to" of fall gardening were edited at the district Extension office in

Uvalde. County Extension agents released these stories to local newspapers and radio stations between late July and mid-September.

District Extension agents kept the county agents posted on the progress and plans for the emphasis. They also formulated plans for evaluating the pilot effort at this level.

These print media and administrative preparations set the stage for the regional emphasis to begin. With the booklets in the hands of county Extension agents and participating nurseries, Parsons, Cotner and Jerral Johnson, an Extension vegetable plant pathologist, began work in San Antonio.

During late July, two 1-hour radio documentaries on gardening were broadcast from San Antonio Radio Station WOAI. This was followed in early August by a 1-hour, prime-time (7:00-8:00 p.m.) television documentary on KENS-TV, San Antonio. Area garden suppliers and distributors sponsored this program.

Listeners and viewers were urged to pick up fall gardening booklets either at participating nurseries or county Extension offices. Gardeners had to fill out a coupon to get the booklet. This assisted the agents in recording program participants and contacts.

Newspaper gardening columns in both the metropolitan *San Antonio Light* and *San Antonio Express-News* and suburban newspapers supported the broadcast information. Coupons were printed in the newspapers for use in requesting gardening booklets.

Nursery Participation

Both regional media efforts were sponsored by area nurseries, and nursery advertisements in the newspapers supported the emphasis.

During the emphasis, more than 30 nurseries participated and distributed 30,000 of the "Fall Gardening in South Central Texas" booklets in the San Antonio area alone.

County agents also distributed more than 10,000 booklets to interested gardeners in the outlying 39 rural counties. Counties involved recorded five times more contacts for this program than from any previous county program on the subject. More than 100 news releases concerning fall vegetable gardening were generated.

County Extension agents involved in the program were enthusiastic because they felt the emphasis helped their local educational program efforts. One wrote, "There has been quite a bit of interest and favorable comments on the program. About 75 to 80 percent more interest was shown in fall gardening than in previous years."

Response

While the majority of respondents were urban gardeners, many people in outlying areas also took advantage of the information. Ray Kelling, a grain farmer who cultivates more than 700 acres in the community of Knippa, went by his county Extension office to pick up the booklet after watching the TV program.

"This is one of the best ways to get information on this subject I have ever seen," Kelling said. "I would like to see this approach used to pass on information about other Extension projects."

Response even surprised the planners. "We thought we would be able to reach a lot of people, but even those of us who planned it were surprised at the outcome,"

Parsons said. "We received responses nationwide for the booklet. I made the mistake of mentioning on radio that anyone who could hear my voice could get the booklet, and many people in the Midwest took me at my word."

Neighboring Mexico also likes the gardening approach, and the documentary was aired on television in Mexico City.

Increased sales

Another tangible measurement of the gardening impact was the doubling in the sales of fall garden supplies in the target area. For a number of years, gardening plant wholesalers and retailers in the region had cooperated in trying to make varieties, tested by the Texas Agricultural Extension Service, available to customers.

Wholesale plant producers reported selling more than one-half million transplants in 1 month. This increase represents an expansion of the average fall sales by six-fold.

Of this record-breaking number of varieties, 56 percent of all tomato plants sold were those recommended by Extension Service professionals during the media emphasis. This compares to a 39 percent level of recommended varieties sold in previous years.

This successful pilot effort is a strong example of how an educational organization, such as the Texas Agricultural Extension Service, can work hand-in-hand with private industry and commercial media to serve the interests of the people. □



people and programs in review

Ballard Elected to National 4-H Council Board

J. Clark Ballard, vice president for Extension and continuing education, Utah State University, was elected to the board of trustees of National 4-H Council at their last meeting. Ballard will represent the western region directors of Extension. He is one of 20 representatives of business, education and government serving on the council's board.

Ballard was chairman of Western Directors for Extension in 1974 and ECOP chairman from 1975-76 and has served as ECOP representative to the ECOP 4-H subcommittee. He was elected to fill the unexpired term of Lowell H. Watts, director of Extension and community services, Colorado State University.

Water Resource Film Available

The University of Florida Cooperative Extension Service has released a half-hour film on water resources in America, covering the history of water regulation from colonial times up to today. Entitled "Eternal Water," the film is designed to give the public an overview of our water situation and the institutional means of allocating water resources. The film was funded by SEA-Extension as a special project, "Agriculture and the Law." The motion picture is available on 16mm film (\$150) or 3/4-inch video cassette (\$100) from the Editorial Department, Attention: Todd Rainsberger, G-022 McCarty Hall, University of Florida, Gainesville, Florida 32611.

New Soybean Production Slide Set

A new slide set and slidefilm on "Planning and Evaluating Systems of Soybean Production" has been prepared by Illinois CES in cooperation with SEA-Extension and the Soybean Industry Resource Committee.

R. A. Hinton and W. O. Scott, Illinois, farm management and agronomy specialists, led the project. SEA-Extension funded the pilot project for developing the educational materials with support from the Soybean Industry Resource Council.

National Partner-in-4-H Awards Presented

National Partner-in-4-H Awards were presented during the recent National 4-H Congress to three outstanding individuals and one organization for their long-term national support of 4-H programs and strong personal commitment to 4-H goals.

Receiving the awards were:

- Frank E. Goeckel, product manager, Fleischman's Yeast, Standard Brands Foods, for leadership and support to the National 4-H Bread Program and National 4-H Congress.
- Walter R. Peirson, executive vice president, Standard Oil Company (Indiana), for leadership and support of the National 4-H Petroleum Power Program and assistance to the National 4-H Council.
- John S. Reed, chairman and chief executive officer, Santa Fe Industries, Inc., for leadership and support of 4-H awards programs and assistance to the National 4-H Council.
- The Field Museum of Natural History, Chicago, for long-term support and contributions to National 4-H Congress.